

Cumberland County Visitor Profile

FY 2019

(July 1, 2018 – June 30, 2019)



March 18, 2019

David Nash
Research and Data Manager

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

Cumberland County Visitor Profile

Where are visitors from?

Does not include Cumberland County residents.

STATE/COUNTRY	PERCENTAGE
NC	29.91%
FL	7.94%
NY	7.22%
GA	5.77%
VA	5.77%
PA	4.01%
TX	3.53%
SC	3.45%
UNKNOWN	2.65%
OH	2.00%
CA	1.92%
MD	1.76%
NJ	1.68%
AL	1.60%
IL	1.52%
MI	1.52%
TN	1.12%
MS	1.12%
AZ	1.04%
MO	1.04%

STATE/COUNTRY	PERCENTAGE
KY	0.96%
CT	0.88%
MA	0.88%
IN	0.72%
CO	0.64%
MN	0.64%
DC	0.56%
KS	0.56%
OK	0.56%
WI	0.48%
CANADA	0.48%
GERMANY	0.40%
WV	0.40%
NE	0.40%
UT	0.40%
NV	0.40%
ME	0.32%
IA	0.32%
RI	0.32%
AR	0.24%

STATE/COUNTRY	PERCENTAGE
DE	0.24%
NH	0.24%
ENGLAND	0.24%
PUERTO RICO	0.24%
SD	0.24%
MEXICO	0.16%
WA	0.16%
OR	0.16%
VT	0.16%
MT	0.16%
APO	0.08%
BRAZIL	0.08%
SCOTLAND	0.08%
ARGENTINA	0.08%
AK	0.08%
LA	0.08%
NM	0.08%
SPAIN	0.08%
IRAN	0.08%
ND	0.08%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by County?

Includes Cumberland County residents.

NC COUNTY	PERCENTAGE
CUMBERLAND	44.24%
WAKE	7.24%
ROBESON	3.75%
HARNETT	3.49%
MOORE	3.22%
MECKLENBURG	3.22%
FORSYTH	2.95%
CARTERET	2.68%
JONES	2.14%
HOKE	2.14%
GUILFORD	1.88%
GREENE	1.88%
SCOTLAND	1.61%
JOHNSTON	1.34%
ONSLow	1.07%
CATAWBA	1.07%

NC COUNTY	PERCENTAGE
NEW HANOVER	1.07%
HAYWOOD	1.07%
RICHMOND	0.80%
DUPLIN	0.80%
DAVIDSON	0.80%
WATAUGA	0.80%
CRAVEN	0.80%
LEE	0.80%
CHATHAM	0.54%
SURRY	0.54%
DURHAM	0.54%
ALAMANCE	0.54%
CABARRUS	0.54%
BLADEN	0.54%
WILSON	0.54%
EDGEcombe	0.54%

NC COUNTY	PERCENTAGE
NASH	0.54%
COLUMBUS	0.27%
BRUNSWICK	0.27%
BURKE	0.27%
BEAUFORT	0.27%
CLEVELAND	0.27%
BOND	0.27%
ROWAN	0.27%
PITT	0.27%
STOKES	0.27%
RANDOLPH	0.27%
VANCE	0.27%
JACKSON	0.27%
MONTGOMERY	0.27%
BUNCOMBE	0.27%
GASTON	0.27%
ROCKINGHAM	0.27%

Cumberland County Visitor Profile

Where are visitors from in North Carolina by City?

Includes Cumberland County residents.

NC CITY	PERCENTAGE
FAYETTEVILLE	33.51%
FORT BRAGG	3.75%
HOPE MILLS	3.49%
WINSTON SALEM	2.95%
CHARLOTTE	2.68%
MARSHALLBERG	2.68%
SPRING LAKE	2.41%
NEW HILL	2.14%
RAEFORD	2.14%
MAYSVILLE	2.14%
RALEIGH	1.88%
MAURY	1.88%
FAIRMONT	1.88%
BUNNLEVEL	1.61%
CAMERON	1.61%
DUNN	1.34%
GREENSBORO	1.34%
LAURINBURG	1.34%
WAYNESVILLE	1.07%
ABERDEEN	1.07%
WILMINGTON	1.07%
JACKSONVILLE	1.07%
CARY	1.07%
STEDMAN	0.80%
ROCKINGHAM	0.80%
PARKTON	0.80%
KNIGHTDALE	0.80%
SANFORD	0.80%
SUGAR GROVE	0.80%

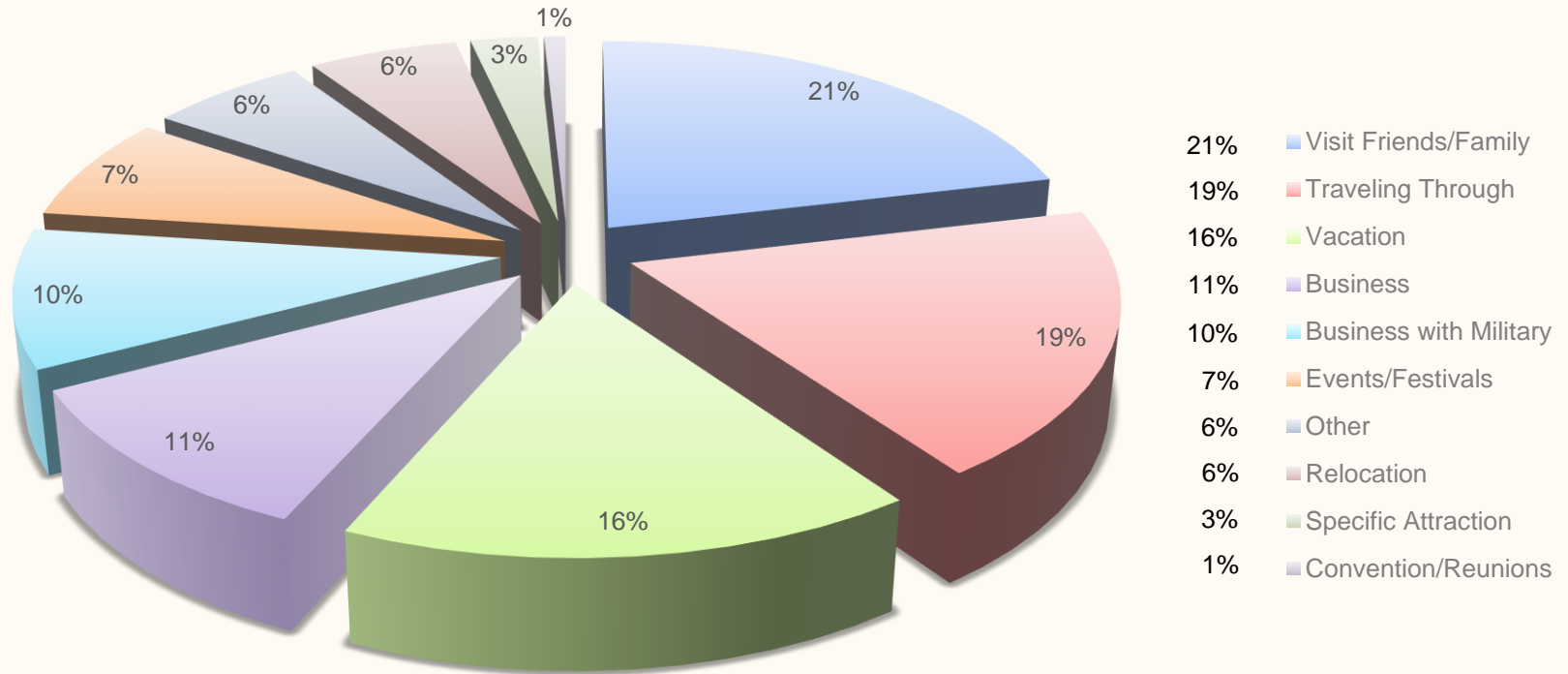
NC CITY	PERCENTAGE
NEW BERN	0.80%
THOMASVILLE	0.80%
WALLACE	0.54%
ELIZABETHTOWN	0.54%
ROCKY MOUNT	0.54%
HOLLY SPRINGS	0.54%
CLAYTON	0.54%
DURHAM	0.54%
MATTHEWS	0.54%
ELKIN	0.54%
WHITSETT	0.54%
WILSON	0.54%
CONOVER	0.54%
KANNAPOLIS	0.27%
SPRING HOPE	0.27%
WILLOW SPRING	0.27%
MEBANE	0.27%
TERRELL	0.27%
MIDDLEBURG	0.27%
FOUR OAKS	0.27%
MIDDLESEX	0.27%
SNOW CAMP	0.27%
GREENVILLE	0.27%
MADISON	0.27%
ANGIER	0.27%
WADE	0.27%
NASHVILLE	0.27%
WARSAW	0.27%
LAUREL HILL	0.27%

NC CITY	PERCENTAGE
MAXTON	0.27%
COATS	0.27%
SHALLOTTE	0.27%
BENNETT	0.27%
SOUTHERN PINES	0.27%
GASTONIA	0.27%
CANDOR	0.27%
PITTSBORO	0.27%
BENSON	0.27%
APEX	0.27%
HICKORY	0.27%
ASHEVILLE	0.27%
WAKE FOREST	0.27%
RED SPRINGS	0.27%
WALNUT COVE	0.27%
LIBERTY	0.27%
WASHINGTON	0.27%
LINDEN	0.27%
WHITEVILLE	0.27%
SAINT PAULS	0.27%
WHITTIER	0.27%
SALISBURY	0.27%
KINGS MOUNTAIN	0.27%
LUMBERTON	0.27%
PINEHURST	0.27%
MIDLAND	0.27%
MORGANTON	0.27%

Cumberland County Visitor Profile

What is their reason for visiting?

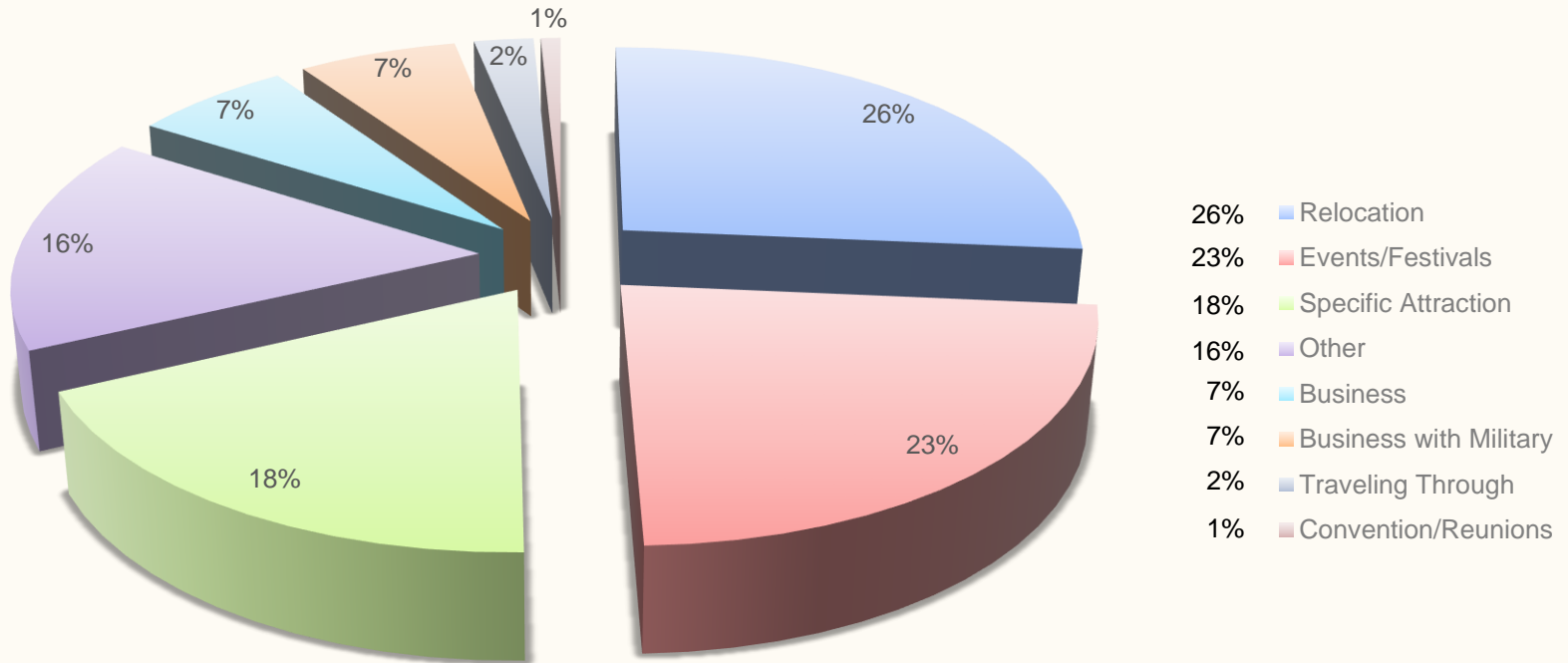
Does not include Cumberland County residents.



Cumberland County Visitor Profile

What is their reason for visiting?

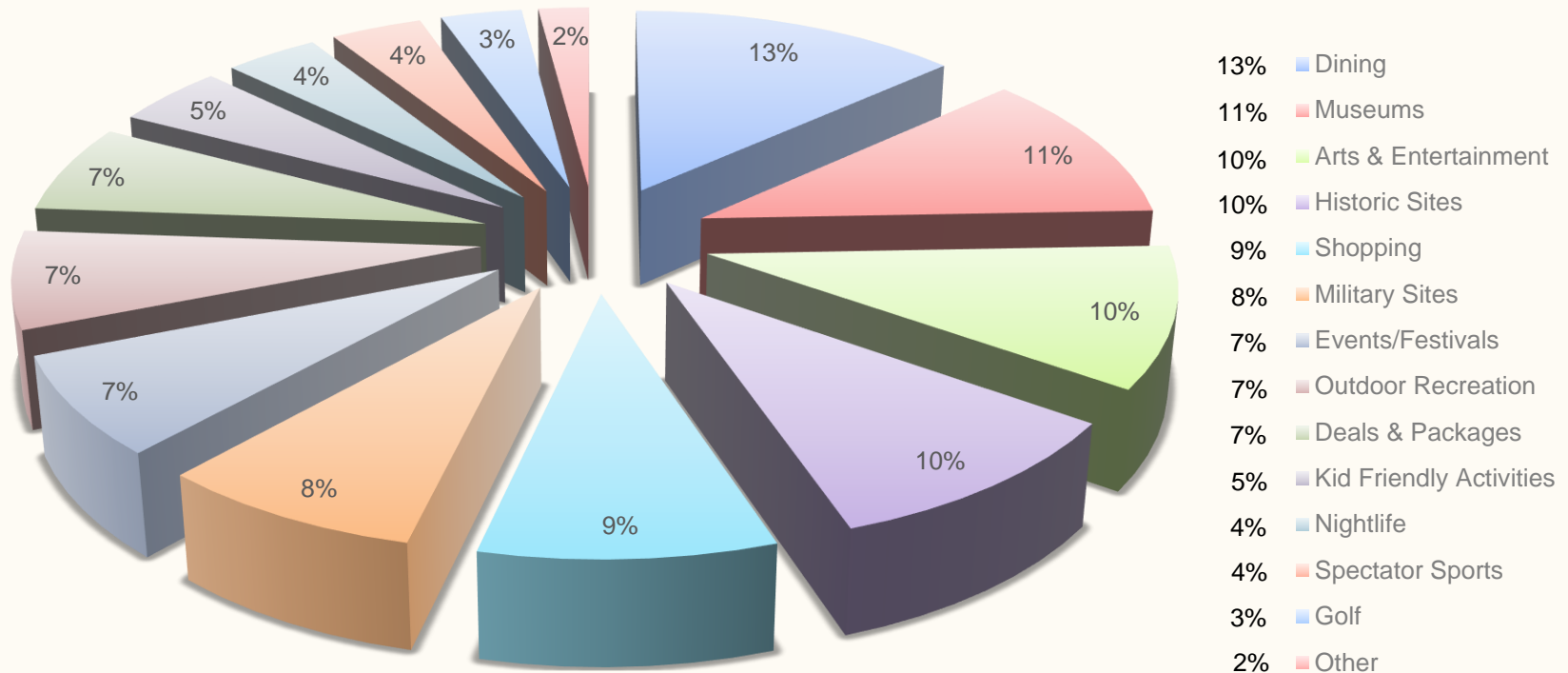
Only includes Cumberland County residents,



Cumberland County Visitor Profile

What are the visitors interested in?

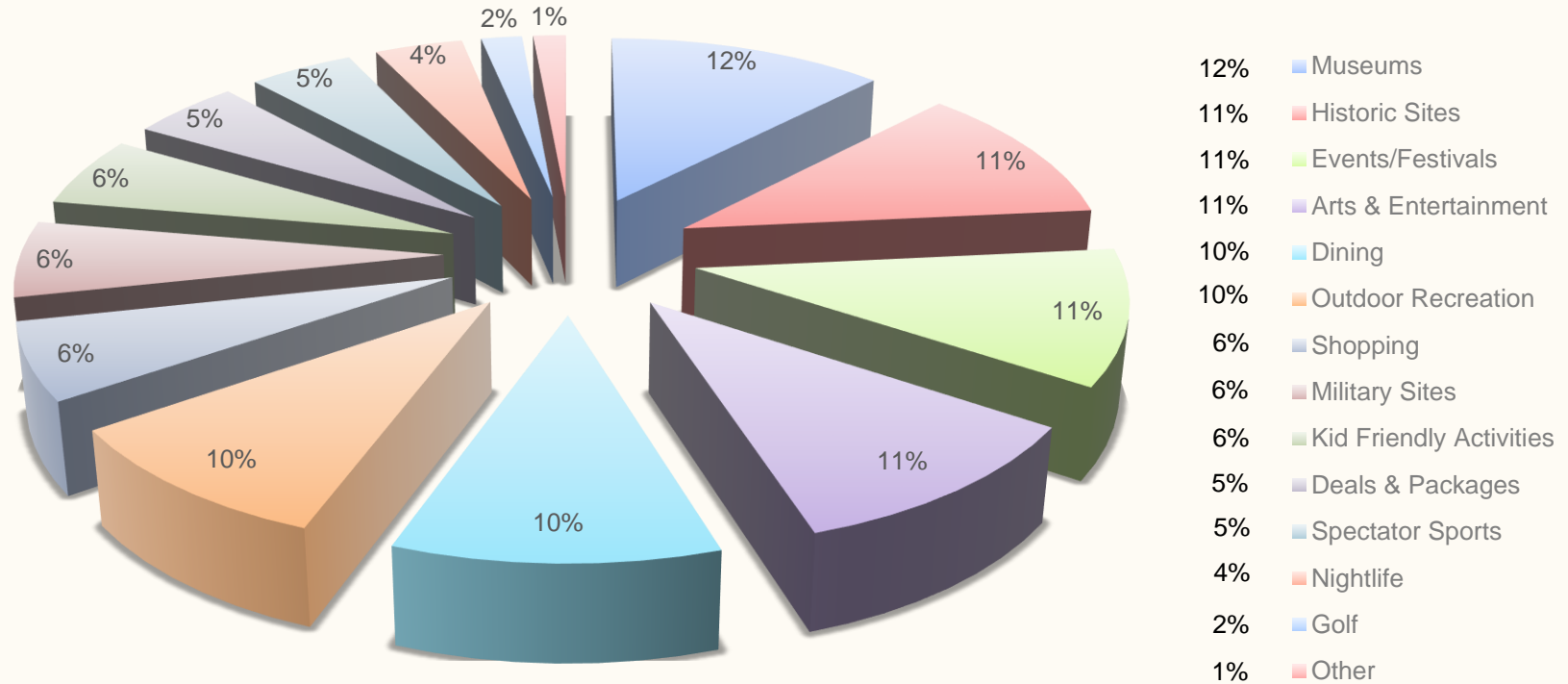
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Cumberland County Visitor Profile

What are the visitors interested in?

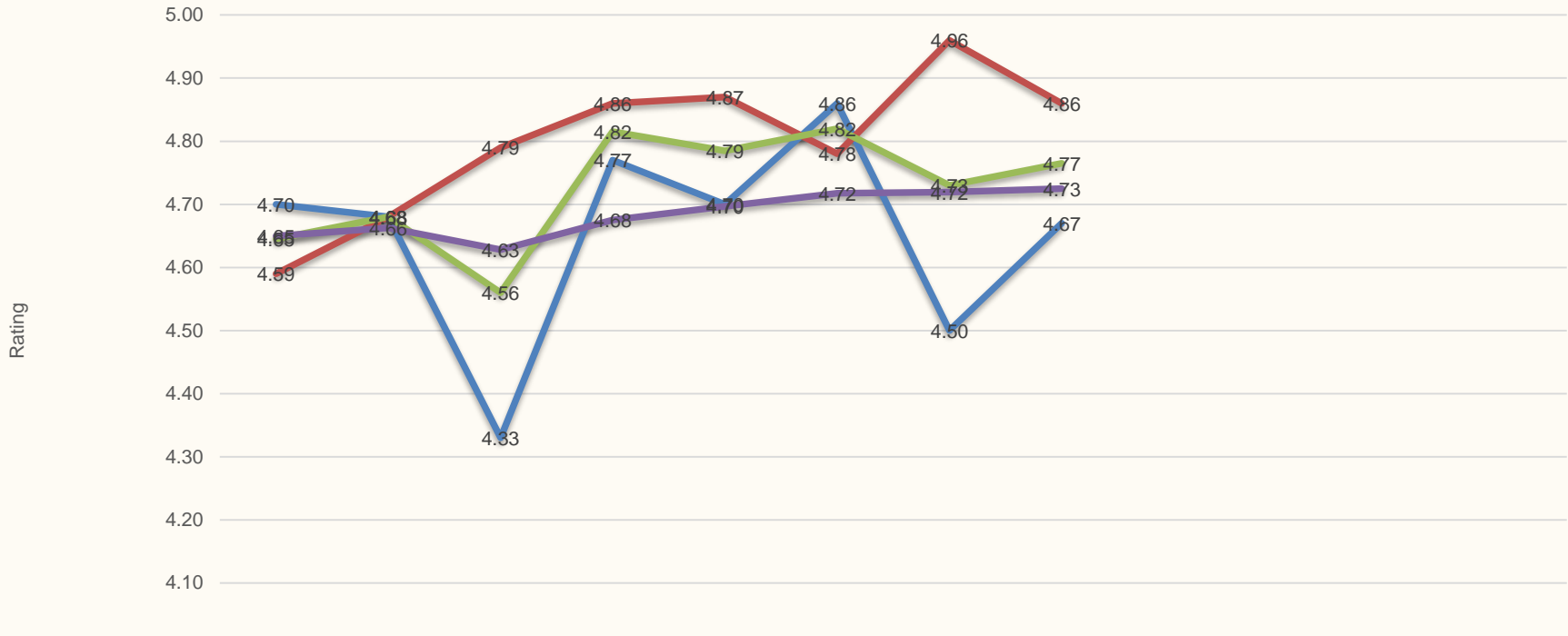
Only includes Cumberland County residents.



Cumberland County Visitor Profile

Visitor Experience?

Local versus non-local visitors.



	July	August	September	October	November	December	January	February	March	April	May	June
	2018						2019					
Local Residents	4.70	4.68	4.33	4.77	4.70	4.86	4.50	4.67				
Visitors	4.59	4.68	4.79	4.86	4.87	4.78	4.96	4.86				
Monthly Rating	4.65	4.68	4.56	4.82	4.79	4.82	4.73	4.77				
Year to Date	4.65	4.66	4.63	4.68	4.70	4.72	4.72	4.73				

Cumberland County Visitor Profile

THANK YOU.

**Proudly promoting the
Communities of Cumberland County.**